

A) What kind of emotion do we want to stimulate ?

- a sense of excitement
- trustworthiness, reliableness
- coolness

B) What's missing in the current icon?

1. We didn't design the icon considering above emotions. We believe the current icon isn't really stimulating a sense of excitement, nor coolness.
2. The icon doesn't reflect the design style of the App/Screenshot
 - The App design (if you don't have an Android, look into the Screenshot) is COOL & COLORFUL
 - Screenshot is COOL & COLORFUL, stimulating the user a sense of excitement
 - Only the icon, is in totally different color scheme.
3. There are parts left that looks cheap
 - Overall, we should say that it's not the best 3-Dimensional icon. Not enough details.
 - The silver glare on top of the battery is designed in AI because the designer couldn't use PS.
 - The plus icon and thunder icon inside the battery - low quality, not enough detail nor designed carefully
 - Bubble around the icon is not something designed specifically for this, we took it from picture.
4. The Style is old
 - three-dimensional icon design is not the newest trend.

C) What did work well in the current icon ?

1. Success in differentiating the icon a little
 - The thunder gimmick in the base part of the application icon is something that is not too much 3-dimensional but not too much flat design either. And it's a design that differentiates itself from other competitors.
 - Please note that we're NOT saying that we want to keep the thunder gimmick in the base part.